

Message Text

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ORIGIN AF-08

INFO OCT-01 ISO-00 EB-07 COME-00 USIA-06 /022 R

DRAFTED BY AF/W:DVKILLION:LFS

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COMMERCE:SMILLER

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P 251912Z SEP 76

FM SECSTATE WASHDC

TO AMEMBASSY DAKAR PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, SG

SUBJECT: DAKAR INTERNATIONAL FAIR: STATUS REPORT

1. TEN US COMPANIES ARE FIRMLY COMMITTED BY CHECK OR TELEX TO PARTICIPATE IN THE DAKAR FAIR, AND WE SEE GOOD PROSPECTS FOR SEVERAL MORE. SEPTELS REPORT SCHEDULED TRAVEL OF EXHIBITS MANAGER CARL HAHN AND COMMERCE AUTHORIZATION TO SHIP A-1 EXHIBIT SYSTEM SOONEST BY WACASC.

2. COMMITTED PARTICIPANTS ARE SINGER, AMANA, CARRIER EXPORT, TII, NL INDUSTRIES, ESCO, CITIBANK, SEAGRAMS, N-REN, AND AMPLEX. COMMERCE MESSAGE HAS AUTHORIZED JOINT PARTICIPATION OF TEXACO-EXXON-MOBIL. EURO INDUSTRIES HAS GIVEN FIRM ASSURANCE THAT TELEX WILL BE SENT--AND AF/W DICTATED TEXT -- BUT NO RPT NO TELEX YET RECEIVED IN COMMERCE.

3. VERBAL COMMITMENTS: PULLMAN KELLOGG, LAYNE-BOWLER, MATERIEL SYSTEMS, INC., ISC, AND TEXACO-EXXON-MOBIL. NABISCO PROTEIN FOODS INTERNATIONAL REMAINS VERY BRIGHT PROSPECT, BUT WE HAVE BEEN UNABLE TO GET IN TOUCH WITH SENIOR RESPONSIBLE OFFICER TO OBTAIN COMMITMENT.

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4. CONTINUING FOLLOWUPS BY AF/W ARE: PAN AM, BECHTEL, LOUIS BERGER, PIPER AIRCRAFT, AND T. Y. BAKER. COMMERCE CONTINUES FOLLOWUPS ON GM OVERSEAS, BLACK AND DECKER, CLARK EQUIPMENT AND PRO-CON.

5. GROSSMAN OF PAN AM TELEPHONED AF/W DIRECTOR SEP 24 TO SAY THAT PAN AM COULD NOT GIVE US A DEFINITE REPLY REGARDING THEIR PARTICIPATION UNTIL THE MIDDLE OF NEXT WEEK. HE VOLUNTEERED, OFF THE RECORD, THAT IT "LOOKED AS IF" PAN AM WOULD PARTICIPATE. THEY ARE NOW TRYING TO FIND THE NECESSARY FUNDS. WE RECOMMEND EMBASSY AGAIN APPROACH PAN AM REP DAKAR AND SUGGEST HE AGAIN EMPHASIZE TO NEW YORK THE VALUE OF PARTICIPATING IN THE FAIR.

6. SEPT 24, LUIS LAZO, VICE PRESIDENT, INTERNATIONAL SYSTEMS CONTROLS, TELEPHONED AF/W DIRECTOR TO SAY ISC WOULD DEFINITELY PARTICIPATE AND TO ASK FOR NECESSARY FORMS AND TECHNICAL INFORMATION. COMMERCE IS SENDING THESE MATERIALS TO HIM. FOR FUTURE REFERENCE, HIS TELEX IS HOUSTON IS 775106. THE AFTER HOURS ACKNOWLEDGEMENT THAT A MESSAGE HAS BEEN RECEIVED IS "ISC CORP HOU".

7. TENTATIVE DRAFT BUDGET FOR THE FAIR:

A. TDY COMMERCE OFFICER (BASED ON 50 PERCENT OF DOLS 53 PER DIEM FOR 3 MONTHS, PLUS SHIPMENT OF PERSONAL EFFECTS, GOVERNMENT QUARTERS AVAILABLE) - DOLS 3,000.00.

B. PRINTING, MAILING OF PAMPHLETS AND INVITATION CARDS
- DOLS 4,000.00.

C. AUTO RENTAL (DOLS 300 - 3 MONTHS)
- DOLS 900.00.

D. REPRESENTATION - DOLS 1,200.00.

E. SECRETARY-INTERPRETER (DOLS 500 - 3 MONTHS) - DOLS 1,500.00.

F. GUIDES-RECEPTIONISTS - DOLS 1,500.00.

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G. ELECTRICITY - DOLS 1,500.00.

H. DECORATION - DOLS - 2,500.00

I. TELEPHONE - DOLS 300.00.

J. STAND MAINTENANCE - DOLS 600.00.

K. CARPETS - DOLS 2,500.00.

L. SPACE (390 SQ METERS INTERNAL X DOLS 38.50 SQ METER) -

DOLS 15,000.

M. ANDY GROSSMAN PER DIEM (4 WEEKS) AND TRANSPORTATION -

DOLS 2,000. (SUBTOTAL A. THROUGH M. - DOLS 36,500)

N. TRANSPORT OF A-1 EXHIBIT SYSTEM BY WACASC - DOLS
20,000 PLUS DOLS 2,000 FOR LOCAL TRANSPORT AND ASSEMBLY
IN DAKAR FOR TOTAL OF - DOLS 22,000 (MINUS DOLS 6,500
ABSORBED BY AF/EX) - DOLS 15,500

O. TOTAL OF ABOVE - DOLS 52,000.

P. AVAILABLE FUNDS

--COMMERCE: DOLS 50,000

--PARTICIPATION FEES: (DOLS 2,500 TIMES 10) - DOLS

25,000.

--TOTAL: DOLS 75,000.

8. DRAFT BUDGET (INCLUDES ONLY THOSE ITEMS WE CAN
READILY IDENTIFY FROM HERE AS AFFECTING COST OF US
PARTICIPATION.) IT REPRESENTS COST-CUTTING IN AS MANY
AREAS AS WE ARE ABLE TO PINPOINT FROM HERE, AND ACTUAL
EXPENSES LIKELY TO GO HIGHER. AVAILABLE FUNDS WILL EXPAND,
AS WE GAIN MORE PARTICIPANTS, BUT HOPE EMBASSY CAN, AS WE
ARE SURE YOU WILL, EXPLORE EVERY POSSIBLE COST-CUTTING
AVENUE. KISSINGER

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